



For Immediate Release:

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Louisville Slugger Museum & Factory Hits Attendance Record AGAIN!

238,912 guests in 2011 breaks previous record set in 2010

Louisville, KY - January 10, 2012 -- Louisville Slugger Museum & Factory scored a record number of visitors in 2011, announcing today that annual attendance was at an all-time high with 238,912 visitors. This is the second consecutive year that Louisville Slugger Museum & Factory has set a record for attendance and the third time in museum history that it has eclipsed the 230,000 visitors mark. The museum welcomed 234,771 visitors in 2010, beating its previous total of 231,521 in 2007.

"We are so appreciative of the ongoing enthusiasm for Louisville Slugger Museum & Factory," said Executive Director Anne Jewell. "We don't take this for granted and always try to learn from our hits and our misses to keep improving and providing a top notch experience for our guests."

The museum celebrated its 15th Anniversary in 2011 and welcomed its 3,000,000th guest in May. Also new in 2011 was the renovation of the Museum Store and the implementation of an extended production schedule, allowing guests to see bat production on every factory tour each day of the week.

In an original exhibit developed with the Norman Rockwell Museum, Louisville Slugger Museum & Factory paid tribute to beloved icon and illustrator Norman Rockwell in an exhibition entitled *Norman Rockwell: Sports*, which featured original sports-themed artwork and genuine artifacts.

The Rockwell exhibition and the ability to guarantee bat production on every factory tour are regarded as the biggest factors in setting the new attendance record.

The museum also credits its public outreach throughout the region as a contributing factor to the attendance. Louisville Slugger Museum & Factory staffed a traveling weekend exhibit at U.S. Cellular Field, home of the Chicago White Sox, and continues to focus on Cincinnati as a key market.

The museum attracts thousands of out-of-town visitors to Louisville and generates vital tourism for the community each year. As part of the attendance record, Louisville Slugger Museum & Factory also increased its group tours by 9% in 2011.

The museum has an exciting lineup slated for 2012, with the unveiling of its new exhibit *Ballparks: From Classic Cathedrals to Concrete Donuts* scheduled to open this spring. Other events in 2012 includes new exhibit, *Baseball Hotties: Studs We Love*, opening September 15 and running through January 2013.

About Louisville Slugger Museum & Factory:

Experience history-in-the-making as you stroll through the factory where world-famous Louisville Slugger bats are created. Award-winning factory tour, newly renovated galleries with interactive exhibits, historic memorabilia, the World's Biggest Bat, and more. Create a Louisville Slugger bat with your very own name on it, just like the pros. Louisville Slugger Museum & Factory, 800 West Main Street, is open Monday – Saturday, 9 a.m. – 5 p.m., and Sundays 12 noon – 5 p.m. Admission is \$10 for adults, \$9 for seniors (60+), \$5 children (6-12), and free for children 5 and under. For more information, log on to sluggermuseum.com or call 502-588-7228.

About Museum Row on Main

Museum Row on Main is a partnership of nine unique downtown Louisville attractions, each offering one-of-a-kind visitor experiences to families, groups, and individuals – local and out-of-market. Unlike other Louisville attractions and entertainment options, Museum Row on Main provides guests of all ages with eclectic, educational, entertaining, and memorable experiences within easy walking distance of each other.

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